

ABSTRACT OF THE DISCLOSURE

A playlist server system for supplying a playlist response to a client device which
5 exchanges information with an information server system and which receives ads from an ad
server over a communications network, including a playlist response generating device for
generating a playlist response identifying a plurality of selected ads to be presented by the
client device, and a first communications device for establishing a playlist response send
communications link with the client device via the communications network over which the
10 playlist response is transmitted to the client device, wherein the information server system and
the playlist server are independently controlled.